

# Bay Leaves

MARCH 2014

The official news magazine serving the village of *Whitefish Bay*  
WISCONSIN



## Big Bang 2014:

Presented by  
the WFB Public Education Foundation



Best Version Media

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# NOW

They say that timing is everything. If you are thinking about selling your home this spring, we should talk NOW. Choosing the right time to get your home on the market is crucial to ensuring you make the most money. When we chat I will share with you:

- 4 must-dos before going on the market
- 3 essentials for attracting buyers
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Call, text or email and let's talk about how I can help you make more money.



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 North Shore Fire Dept. (non-emergency).....357-0113  
 Village Hall.....962-6690  
 Public Library .....964-4380  
 Dept. of Recreation & Community Education..963-3947  
 Whitefish Bay School District.....963-3921

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<b>Content Due:</b>	<b>Edition Date:</b>	<b>Content Due:</b>	<b>Edition Date:</b>
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February 23rd:	April	August 23rd:	October
March 23rd:	May	September 23rd:	November
April 23rd:	June	October 23rd:	December
May 23rd:	July	November 23rd:	January
June 23rd:	August	December 23rd:	February

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- Whitefish Bay

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 WISCONSIN Patrick DeGrave, Village Manager

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Dear Residents,  
 March is the month that always seems extra long to me. It is probably the fact that I know warmer weather is just around the corner, especially this year after the winter we have endured! While we all wait for those beautiful sunny days, there is the annual Bay Ball to enjoy, which many WFB residents have been busy planning. This month we are featuring the co-chairs for the Bay Ball: Maija and Jeb Bentley, Katie and Curt Smith, and Kitty and Eric Gaenslen. They are all extremely excited for this year's ball - The Big Bang. As you meet the families, you will find that together they have many children who are part of the Whitefish Bay School District and all truly enjoy the experiences that they are having with the district. Please come out and support this great cause on Saturday, March 29 at 6 pm in the Whitefish Bay High School Fieldhouse. This year, the money raised will support the STEM (science, technology, engineering and math) curriculum.



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**SUBMISSIONS:**

Deadlines for submissions are the 23rd of each month. Go to [www.bestversionmedia.com](http://www.bestversionmedia.com) and click "Submit Content." You may also email your thoughts, ideas, and photos to: [sblankenheim@bestversionmedia.com](mailto:sblankenheim@bestversionmedia.com).

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## From the Village President

Hello and welcome to the March Bay Leaves. The village board, along with all the commissions (Plan, CDA, Board of Appeals and Review, the Library Board, HPC and the Police Commission), and the village employees, work hard all year long to ensure that the village continues to move forward. Whitefish Bay is a very desirable place to live, work and play. Having said that, it seems that a year in review, a reminder of all that was accomplished in 2013 is in order.

Two major new building projects were started in 2013. The new DPW building is completed and occupied. It is on the corner of Lydell and Fairmont and replaces a dirt parking lot. The building will house not only the DPW staff but also the engineering staff. The other major development, the Beaumont Apartments, is underway and will be ready for occupancy in 2015. The luxury apartment development will have approximately 83 units, with private, underground parking and will be the second new building to go up in the Silver Spring business district in the past six years. In 2007, a 13-unit luxury condominium project replaced a gas station on the corner of Lake Drive and Silver Spring.

Speaking of Silver Spring, 2013 welcomed many new businesses to the street. The Bay restaurant joins Roman Candle Pizza and G&S Cupcakes as places to enjoy some good food. 9 Round Personal Fitness, Orange Shoe Personal Fitness, and Erik's Bike Shop also add to the mix of businesses on the street. Start on the west end of the street and walk towards the lake, take a fresh look at all the unique, many locally owned, businesses that offer merchandise, services and food.

The 63-year-old water tower was restored this year. The project included sandblasting the interior and exterior of the tower, four coats of fresh paint and the addition of a new logo. This restoration is expected to add 50 years to the life of the water tower.

Maintenance and improvements to the infrastructure continue to be a priority of the village. Streets, alleys and storm and sewer upgrades, all part of a 15 year capital improvement plan, are continually being evaluated, planned and implemented. In 2013, FEMA awarded Whitefish Bay nearly \$4 million in state and federal program grants. These funds were used to construct the Cahill Park Storm water Retention Facility. An unintended benefit



of this project has been the addition of a new sledding hill.

The above are the large, visible accomplishments from last year. There are many smaller, less visible, but just as important things that the board considers at the bi-monthly meetings. Fence and air conditioner ordinances were updated to make things easier for homeowners. A new resolution changing the funding formula for the North Shore Fire Department was approved unanimously this summer. As always, the fall is filled with budget discussions.

2013 was a great year in Whitefish Bay. 2014 is setting up to be just as good. Volunteer residents serve all the boards and commissions mentioned. If you are interested in serving your community, take a look on the village website, fill out an application and join your friends and fellow residents in moving this wonderful village forward.

Thanks for your continued support.

Julie Siegel, Village President

## 2014 Elections

This year the Village is preparing for three scheduled elections. The Spring Election will be held on April 1, the Partisan Primary on August 12, and the General Election on November 4. Polls are open from 7 am – 8 pm. To find your polling location please visit the Village website: [www.wfbvillage.org](http://www.wfbvillage.org).

### How to Register To Vote

If you are new to the Village, recently moved within the Village, changed your name, or have never voted, you may need to register to vote. You may register to vote by mail, in the Clerk's office, or at your polling location on Election Day. If you have any questions about Elections or registering to vote please contact Assistant Clerk Caren Brustmann at (414) 962-6690.

### Absentee Voting

Are you going to be out of town during the 2014 Elections? You may apply to receive an absentee ballot by mail or absentee vote in the Clerk's office two weeks prior to each Election. The deadlines for absentee voting for the 2014 elections are:

#### April 1st, Spring Election:

- Deadline to request an absentee ballot by mail: Thursday, March 27 @ 5 pm.
- Clerk's office voting: Monday, March 17 – Friday, March 28.

#### August 12th, Partisan Primary:

- Deadline to request an absentee ballot by mail: Thursday, August 7 @ 5 pm.
- Clerk's office voting: Monday, July 28 – Friday, August 8.

#### November 4th, General Election:

- Deadline to request an absentee ballot by mail: Thursday, October 30 @ 5 pm.
- Clerk's office voting: Monday, Oct. 20.

## KINDERGARTEN REGISTRATION for the 2014-15 School Year CUMBERLAND SCHOOL • RICHARDS SCHOOL

Children whose birthday falls into the following range:

#### Junior Kindergarten:

4 years old between September 1, 2009 and August 31, 2010

#### Senior Kindergarten:

5 years old between September 1, 2008 and August 31, 2009

Register your child now for attendance in the fall.

Questions or additional information: Call 414.963-3943 for Cumberland  
Call 414.963.3951 for Richards

## Property Tax Payments– 2nd Installment

If you pay your property taxes in installments, the 2nd installment is due by March 31st.

You may pay your taxes by mail (preferred), in person, or on the Village website. Payment by credit card or electronic check is accepted via the Village website, and fees will apply.

Normal business hours are 8:00 am to 4:30 pm Monday through Friday. The Village has a lock box located in the entryway of Village Hall for property owners who wish to pay their property tax bill during non-business hours. Property tax payments are processed daily. Status of tax payments and printable receipts are available on the Village website at [www.wfbvillage.org](http://www.wfbvillage.org).

No refunds for overpayments will be given at the time of payment; refunds are mailed within ten days of receipt of payment.

Please make checks payable to the Village of Whitefish Bay. Tax payments can be mailed to Village of Whitefish Bay, 5300 N. Marlborough Drive, Whitefish Bay, WI 53217.

## Local Sewer Rate Increase

After a series of public hearings, on November 18 the Village Board adopted the Village's 2014 budget. Included in the budget is a 16% increase to the local sewer user charge. Effective January 1, 2014, the rate increased from \$2.65 per 100 cubic feet to \$3.07 per 100 cubic feet.

## How does the sanitary sewer system work?

As you flush your toilet or do your dishes, wastewater leaves your property via an underground sanitary lateral. These sanitary laterals connect to a local sanitary sewer main. These local sanitary sewer mains flow by gravity downstream to the Milwaukee Metropolitan Sewage District (MMSD) interceptor sewer. This interceptor sewer conveys sewage to Jones Island treatment plant where it is treated and processed.

## What do my sewer user charges pay for?

The Sewer Utility accounts for the costs associated with the Village's collection and conveyance of wastewater from utility users. Revenue generated from usage fees is used to maintain the public sanitary sewer infrastructure, as well as the costs associated to treat the wastewater. Usage fees are calculated based on water consumption and connection to the sanitary sewer system.

In 2012, the Village Board approved a 15-year, \$105 million Capital Improvement Project plan. In 2013, the Village issued over \$4 million in debt to finance multiple sewer infrastructure projects and updates to the sewer system. The current rate increase is necessary to adequately fund the Village's debt service obligations.

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## A Message from Your Police Dept.

After a long winter, it's hard to believe that spring is almost here. Once the weather is nice, we want to open the windows and the exterior doors and let fresh air into our homes. It's a good idea to leave your screen door locked as well as your garage door locked if you are going to be some distance away such as the basement or the backyard. We live in a safe community, our violent crime and property crime rates are lower than most municipalities in Wisconsin. With that being said, we are not immune to individuals walking by, or driving by, our properties and opportunistically utilizing an open door to quickly enter and snatch a purse, wallet, computer or even a piece of lawn care equipment. Most thieves are opportunistic; they don't set out with the goal of stealing from a particular property, but if they happen to be passing by and see an easy opportunity, they will take property that isn't secured. These types of crimes occur day or night. At night time, have yard lights on. Criminals do not like being observed, they prefer to creep around in the dark.

Whitefish Bay is a stable community. People here have a good idea who belongs on their block and who doesn't belong. If you observe somebody in your neighborhood that you don't recognize, make eye contact if possible. Most likely the person is just out for a walk. If the person was thinking of stealing something they probably won't after you've made eye contact. If the person is looking in parked cars or appears to be paying attention to open garages write down a description of the clothing, the sex and size of the individual, vehicle (if one is involved) and the direction of travel and telephone 414-351-9900 right away. Advise the police dispatcher of what you just observed. If you observe individuals on your neighbor's property and they are looking into windows or pulling on doors or windows call 911 right away, again with the description and the direction or location the subject was last observed.

Community policing starts at the neighborhood level with neighbors looking out for neighbors. Neighborhoods where people know each other typically have less crime. Get to know your neighbors and exchange contact information with one another. Let your trusted neighbors know when you're going to be away and how you can be contacted. Working together we can keep Whitefish Bay safe.

## What is Community Risk Reduction?

Toward the end of 2013, North Shore Fire/Rescue began the transition of its Fire Prevention Bureau to the Community Risk Reduction Bureau.

The idea of Community Risk Reduction is relatively new in the American fire service, but it has been around for some time in Europe and the UK. The Community Risk Reduction model focuses on a specific assessment of identifiable risks and then prioritizes those risks. Once those risks have been identified and prioritized, programs specific to those risks can be developed and public outreach to reduce those risks can begin.

The Community Risk Reduction model allows North Shore Fire/Rescue to work in close partnerships with local police departments, health departments, faith based organizations, social services, businesses and neighborhood associations to develop programs targeting very specific needs.

In addition to focusing on fire prevention, the bureau will focus efforts on issues and health initiatives like chronic disease treatment and prevention, fall prevention, home safety, vehicle safety, and community outreach and assistance, just to name a few. One of NSFR's most popular programs is the Car Seat Installation/Safety Check program. A handful of North Shore Firefighters are specially trained to ensure the safe installation of any North Shore resident's child safety seat. For more information on this program and others, please visit the North Shore Fire/Rescue website at [www.nsfire.org](http://www.nsfire.org).

The Community Risk Reduction bureau will continually gather data and assess specific program effectiveness while tailoring and changing programs to meet the needs of the ever-changing demographics within the North Shore.

## What's It Worth? Antique Appraisals with Mark Moran

March 15 at 12:30 pm

Mark Moran, former editor and author of antique and collectible books and a guest expert on the Antiques Roadshow, returns to the library for antique appraisals. This event is free, thanks to Friends of the Whitefish Bay Library. Space is limited and registration is required. Registration begins March 3. Don't have anything to be appraised? Stop by and see what treasures your neighbors bring in.



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## Whitefish Bay Community Center

### “55 and Better” Programs

#### Luncheons:

Tuesday, March 11: sliced roast beef, mashed potatoes, green beans, rolls, chocolate cake, milk and coffee. Guest presentation on the Ward Irish Music Archives with Jeff Ksiazek and Barry Stepleton from the Irish Fest Center. Cost \$7.50. Advance registration needed.

Tuesday, April 1: chicken marsala, wild rice, honey carrots, rolls, strawberry shortcake, milk and coffee. North Point Lighthouse presentation by Audrey Gloor. Cost: \$7.50. Register by March 25th.

#### Exercise:

New sessions starting the week of March 24

Low impact aerobics: M,W,F 8:00-8:45 am

Strength and stretch: M,W,F 8:50-9:35 am

Total fitness: M,W,F 11:15 am-12:10 pm

Core fitness: Th 8:30-9:10am

#### Day Tour:

May 29th: North Point Light House Tour and self-provided picnic lunch at Northpoint Custard stand at Bradford Beach. The cost is \$20 and includes transportation from Lydell. Registration deadline - March 30th

Please contact Carolyn Noori at the Whitefish Bay Community Center 414-688-4881 or [carolyn.noori@wfb-schools.com](mailto:carolyn.noori@wfb-schools.com) for more information and any suggestions on new programs, events and tours.



### Meet the New Library Director

The Library Board of Directors has selected Nyama Marsh as the new director of the Whitefish Bay Public Library, replacing previous director Linda Pierschalla who left to join the Cedarburg Library.

Since 2011, Nyama Marsh has served as Patron Services Manager at the Frank L. Weyenberg Library of Mequon-Thiensville, responsible for both daily operations and long range planning. Previously, Nyama lived in Michigan, where she held progressively responsible positions at libraries in Flint and metro-Detroit. She received her Bachelor of Arts in Psychology and her Masters of Library and Information Science from Wayne State University in Detroit. Nyama began her term in January. She looks forward to working with the community so stop by and introduce yourself.

### Storytime Registration

Storytime registration at Whitefish Bay Public Library begins Monday, March 3rd. Join us for six weeks of storytime offerings for children birth through age five! The six week session starts Monday, March 17th and runs through the week of April 20th. Call the Youth Services Desk at 755-6555 or stop by Youth Services and sign up in person. Space is limited. For more information about all of our program offerings, go to [www.wfblibrary.org](http://www.wfblibrary.org) and click on the Kids page.

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Whitefish Bay, Wisconsin 53217  
(414) 332-1018

### Snip it and Chip it

#### Help Save Cats in Milwaukee County!

With the arrival of spring, the Milwaukee Area Domestic Animal Control Commission (MADACC) starts to prepare for what the animal welfare industry calls “Kitten Season”.

Kitten season starts in May and lasts through November. Each year we take in more and more cats at MADACC and the bulk of them are during those months. Many litters of kittens are dropped off here as strays by owners who have intact cats that are allowed to go out to have fun and, inevitably, let nature take its course.

Call us at 414-649-8640 to make a spay/neuter or microchip appointment today! Get more information about MADACC by visiting our website at [www.madacc.org](http://www.madacc.org).



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**WFB Girls Recreational Softball League  
Registration Ends April 11th!**

Whitefish Bay Recreation and CE joins forces with Nicolet Recreation Department to offer a Girls League Softball Program that provides a fun and broader experience for our players. Registration deadline is April 11th, so get your friends together and get on a team! All level of players grades 3rd-8th are invited to join. Don't be late to register, practice can start as early as April 28th!

**Watch for Summer 2014 Recreation Guides**

The Whitefish Bay Recreation and CE staff has been working hard to get the Summer 2014 Rec Guides out to our WFB residents. Watch for the booklet in your mailbox in mid-to-late March. The Summer Guide has many fun and enriching programs to offer; for example, Summer Camps, new all day K-Camp (for incoming K4-K5 students), Youth Sport Camps, T-Ball/Coach Pitch Leagues, Sport and Conditioning Camps, Adult and Youth Adventure Camps and much more. Don't forget the summer is our busiest season, so do not wait to register for your favorite programs – many offerings do and will fill.

**Connects Before and After School Care registration will start in April**

Connects Before and After School Care will start accepting registration for the 2014-2015 school year Monday, April 7th. Before and After School Care is provided by the Whitefish Bay Recreation and CE department at both Richards and Cumberland Elementary Schools. The program provides on-site care for students K4-5th grades during their out-of-school time. Families who enroll prior to June 27th will have their registration fees waived!

The mission of the Connects Before and After Program is to provide high-quality programming in collaboration with community agencies, parents, district staff and faculty. The Connects program is going into its second year and is having great success building connections between our children's traditional school day and their out-of-school time. To find out more information about the Connects Before and After School Program, check out our website at [www.wfbschools.com](http://www.wfbschools.com).

**Winter Weather Got You Down?**

Get a jump start and enroll in a Recreation Department Adult Fitness Class. The Whitefish Bay Recreation Department offers a wide variety of specialized fitness classes such as Pilates, Weight Training, Jazzercise, Aerobics, Belly Dancing, Yoga, Fuze Fitness, Zumba, Cardio Step and Tai Chi. Sessions are offered weekly in the a.m. and p.m. hours. See the Winter/Spring Recreation Guide for more class specifics and schedule. Don't let the winder blues take over...sign up for a better you today!

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**Sales Pending in Your Neighborhood**

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1325478	341 E Day Ave,	\$279,000
1334033	4819 N Sheffield Ave,	\$274,999
1339939	845 E Glen Ave,	\$1,150,000
1343151	4777 N Elkhart Ave,	\$229,900
1345028	6149 N Bay Ridge Ave,	\$569,000

**SOLD Properties in Your Neighborhood**

MLS #	Address	Sold Date	Sold Price
1198094	4724 N Wilshire Rd	01/03/2014	\$1,850,000
1327796	105 E Lancaster Ave	01/31/2014	\$232,500
1330459	5075 N Berkeley Blvd	01/10/2014	\$278,000
1330583	4821 N Larkin St	01/24/2014	\$228,500
1331676	4672 N Ardmore Ave,	01/20/2014	\$272,000
1331916	4756 N Oakland Ave	01/07/2014	\$269,000
1332744	4849 N Ardmore Ave	01/09/2014	\$421,500
1335676	1951 E Hampton Rd	01/16/2014	\$682,900
1337406	5031 N Woodburn St	01/17/2014	\$254,000
1338955	4616 N Wilshire Rd	01/10/2014	\$890,000
1341089	4725 N Marlborough Dr	02/06/2014	\$540,500
1341751	5542 N Santa Monica Blvd	02/07/2014	\$410,000
1344897	805 E Birch Ave	02/03/2014	\$301,000



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EHO

# Big Bang 2014:

Presented by the WFB Public Education Foundation

Looking to have a “bang” of a time while supporting the Whitefish Bay schools? Then plan to attend the annual Bay Ball, hosted by the Whitefish Bay Public Education Foundation on Saturday, March 29 at 6 p.m. in the Whitefish Bay High School Fieldhouse. “Big Bang” is the theme of this year’s ball.

In addition to raising money to enhance programs of the WFB schools, the Bay Ball brings together parents, students and community members for a great deal of fun. The money raised will be used to enhance the District’s science and math programs through the STEM (science, technology, engineering, and math) curriculum.

The six co-chairs, together with 30 other volunteers, have been busy planning to make sure the ball truly is a “Big Bang” for all guests. Meet the six co-chairs and their families, all huge supporters of the WFB principals, teachers, and staff.



## The Smith Family

Katie and Curt Smith currently live in their third house in WFB, with their four children: Emma (10), William (8), Elizabeth (6) and Charlie (4). Curt grew up in WFB and knew that was where he wanted to raise his family, so after Emma was born, Curt and Katie left Milwaukee’s East Side to make their home in WFB.

“We moved primarily for the school system and the tight-knit feel of the community. Our neighbors have been wonderful. From borrowing an egg to watching the house while we are gone, it’s a special relationship that is fostered only by the close

proximity to one another,” Katie said.

Katie and Curt attended the University of Wisconsin-Madison. Katie majored in political science and Curt in economics. Curt now works at CBRE, and Katie is a stay-at-home mom. Emma is a fifth grader at Cumberland Elementary. Her school year is a thrill, and she is finding Mr. Moore’s classroom awesome! She is involved in student council, soccer, and tennis. William is a busy third grader who enjoys playing any sport available to him. He loves his teacher, Mrs. Kleist, who shares William’s passion for the Wisconsin Badgers. Elizabeth is in first grade with Mrs. Batchelder and loves

it because of all the art, reading, and math she does. Elizabeth also enjoys soccer and gymnastics, and is learning how to ski this year. Charlie attends Audubon preschool, which is a perfect fit for him because he loves nature and is a very curious boy. Charlie cannot wait to attend Cumberland with his siblings because he hears about all the fun they are having!

As you can see, the Smith family is having a wonderful experience at Cumberland. They know that all the schools in WFB are fantastic. That is the main reason why Curt and Katie decided to co-chair the 2014 Bay Ball.

Left to right: Ted Schaar, Katie Falk, Maureen Zander

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"We have a passion for helping to make our children's public school education the best it can be. We believe that the best way to give back to our teachers and principal is through volunteering for the Ball," Curt added.

### The Bentley Family

Drawn to the beautiful architecture and proximity to Lake Michigan, Maija and Jeb Bentley moved to WFB six years ago and haven't regretted one second of it. "We love the strong sense of community; it feels like the neighbors are looking out for you," said Maija.

Jeb and Maija attended Williams College in Williamstown, MA and earned their BAs in economics. Then both earned their MBAs from Northwestern University. Maija works part-time at Abbvie, and Jeb works at Northwestern Mutual.

Another important reason Maija and Jeb chose WFB was the outstanding public school system. With four children – Sarah (8), Emerson (7), Jack (4) and Henry (1) – this was a high priority for the Bentleys. Sarah is a third grader at Cumberland Elementary, loves school, and is involved in many sports including soccer, baseball and hockey. Especially exciting for Sarah is that she is participating in Cumberland's annual talent show this year. Emerson is a first grader at Cumberland and, just like her sister, enjoys soccer, baseball, and hockey. She also loves to downhill ski, and is an avid reader and drawer. Jack attends Audubon



### The Gaenslen Family

Eric Gaenslen grew up in WFB and, having lived in a number of cities during the course of his education, is proud to be back in such a family- and education-friendly community with his wife Kitty and six children: Patrick (23), Rachael (21), Katie (20), Daniel (19), Kevin (10) and Ben (8). Eric practices orthopedic surgery, specializing in hand and upper extremity surgery at Aurora Advanced Healthcare. Kitty recently returned to UW-Milwaukee where she received her master's degree in Liberal Studies, and is currently a stay-at-home mom.

preschool and Whitefish Bay Shorewood Preschool. He especially loves playing with his trains and Star Wars toys. Henry is content hanging out with his siblings and wants to do everything they do.

"Jeb and I decided to co-chair this year's Bay Ball in part because we want to continue to elevate the quality of the education our children receive in the WFB schools," shared Maija. "The teachers, principals and staff at the schools are so passionate about educating our children, and this is a great way for us to give back to them and provide additional money and resources to help them with their efforts." Jeb and Maija also are so proud to be WFB residents and part of this very important event. They love how many community members and businesses have stepped up to help support the WFB Education Foundation.

Patrick will graduate in May from UW-Madison with a degree in secondary education and majors in economics, history, and political science. He currently coaches football at Madison West High School and tutors students in history and math. Rachael is a junior, also at UW-Madison, majoring in accounting and political science. She works for Cross-College Advising Service and volunteers with Best Buddies. This semester, she is studying abroad in Spain. Katie is at UW-Madison as well, studying engineering and Spanish, and plans to study abroad next year. She enjoys volunteering at Heartland Hospice. Daniel is a freshman at St. Olaf College in Northfield, MN with a plan to major in English and economics. Kevin is a fourth grader at Cumberland Elementary. He

*Continued on page 12.*

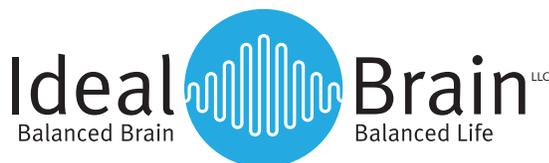
## For years, Laurie\* had trouble sleeping...



Falling asleep was difficult and once she got to sleep, she kept waking up. Night after night, it seemed she hardly slept at all. She tried many remedies, from holistic to pharmaceutical, but they didn't work, were often expensive or led to other health issues. Then she read a study produced by the Wake Forest School of Medicine

about a leading edge neuro-technology called Brainwave Optimization with Real Time Balancing™ and its impact on insomnia. Laurie called Ideal Brain, LLC to learn more. After completing her optimization, she is now sleeping through the night and waking up rested and energized.

For a copy of this report: [www.idealbrainllc.com/wakeforestsleepstudy](http://www.idealbrainllc.com/wakeforestsleepstudy)



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*\*name changed to protect client confidentially*

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# Big Bang 2014

Continued from page 11.

loves Northern Wisconsin, Harry Potter, and Minecraft, and in the summer enjoys taking sailing lessons. Ben is in third grade at Cumberland. He will challenge anyone to a good game of cribbage and loves anything sports related, especially soccer.

With four children who have gone through the WFB school system and two currently in it, Eric and Kitty say they are "so fortunate to have the quality education of WFB schools and wish that all children had the opportunity for a similar education. We are so grateful for the dedication of our remarkable teaching and ancillary staff." That is why the Gaenslens are proud to be co-chairs for the Bay Ball this year. It is one way to contribute to the enhancement of the WFB academic programs.

## The Whitefish Bay Public Education Foundation

The mission of the Whitefish Bay Public Education Foundation is to enhance the quality of education through unique and innovative ways, not including operational expenses for the district. Lori Kamp-schroer is currently president, and can be reached via email at lkamp@att.net or by phone at 414-688-6244. The Foundation is a completely volunteer-run 501(c)(3) organization that depends solely on contributions from community members and businesses to operate.

The Foundation provides funding for



district-aligned programs via fundraising efforts including the Bay Ball, the annual 5k Fun Run, as well as the Harold Rose Scholarship and the Cindy Nelson and Ed Nuss grants. The Harold Rose Scholarship is awarded to one graduating senior each spring, while the Cindy Nelson grants are awarded to teachers in the district taking continuing education classes. The Ed Nuss grants are awarded to teachers working to implement innovations in the classroom. The foundation has recently established an endowment to ensure future district support, and would like to build that endowment to more than \$1,000,000.

There has never been a greater need for fundraising. The Foundation received grant requests from teachers totaling more than \$100,000 for classroom needs such as equipment, software, and technology that will enhance their ability to enrich the childrens' learning experiences. The Foundation cannot continue to fund these kinds of requests without fundraising efforts such as the annual Bay Ball and 5k Fun Run.

Invitations are out for the fabulous

Bay Ball, which will feature silent and live auctions, exciting raffle prizes, dinner and dancing. All community members and Whitefish Bay School supporters are welcome.

Katie, Curt, Maija, Jeb, Kitty, and Eric can't thank all the volunteers enough for their efforts in making sure the Bay Ball is truly a "Big Bang." Minimizing expenses and maximizing revenues has been part of every aspect of planning. Be sure to attend!

Register by mail or online at [www.educatethebay.com](http://www.educatethebay.com).

To donate auction items, offer financial support or volunteer for this year's event, or if you would like to co-chair next year's Bay Ball, contact one of the co-chairs:

Maija and Jeb Bentley:  
[maijabentley@gmail.com](mailto:maijabentley@gmail.com)

Kitty and Eric Gaenslen:  
[Kgaenslen@wi.rr.com](mailto:Kgaenslen@wi.rr.com)

Katie and Curt Smith:  
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## ABOUT JULIE

- Whitefish Bay Village President – 2011-Present
- Served as Whitefish Bay Trustee – 2008-2011
- Served as Chair of the Budget Committee While a Trustee
- Member of the North Shore Fire Department Board of Directors
- Member of the Community Development Authority
- Chair of the Plan Commission
- Employed at Froedtert Hospital in Milwaukee
- Resident of Whitefish Bay for 22 Years – Married with Three Children
- 2004 Graduate of UW-Milwaukee – MSW-Masters of Social Work
- 1987 Graduate of UW-Milwaukee – Bachelors in Business Administration, Finance

*This ad is authorized and paid for by Siegel for Whitefish Bay President, James Phillips, Treasurer*

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## A Thanksgiving Day Tragedy:

### The Dualine Powder Works Explosion

On Thanksgiving Day in 1872 an explosion at the Dualine Powder Works on the Whitefish Bay toll road killed four people.

A November 30th article in the Milwaukee Sentinel reported the family of a Mr. Swain, a "well to-do farmer," was greatly startled by the explosion that occurred "near the intersection of the section-line road within the Whitefish Bay turnpike." The article goes on to say, "Mrs. Swain dropped a basket she had in her hand at the time, and the dishes in the cupboard came to floor with a crash. Mr. Swain ... observed a cloud in the direction of what was then known as the 'power-mill.' Upon his arrival at the edge of the bluff not a vestige of the building was to be seen. On descending, he discovered the blackened remains of the two workmen."

Dualine powder was an explosive compound first discovered by Lieutenant Dittmar of the US Artillery. The powder is a mixture of sawdust and nitroglycerine that is either treated with a mixture of nitric and sulfuric acids, or saturated with a solution of nitrate of potash. John W. Cummings obtained the rights to manufacture the compound locally. He constructed a temporary wooden structure for its manufacture, apparently built

partially into the bluff in, or near, Whitefish Bay.

In 1871, a year previous to the accident, Cummings orchestrated several demonstrations in Milwaukee's Menomonee Valley to show that the compound could be "handled with impunity," insisting that it was harmless "under ordinary circumstances." There was some truth in this, as the powder would simply puff out without a percussive fuse. Based in part on these demonstrations, Cummings was able to enlist several local investors to his enterprise.

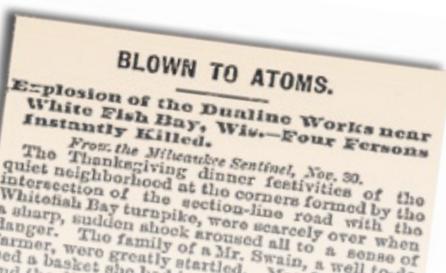
The cause of the explosion has been subject of speculation. It occurred during the coldest day of the season, which may have contributed to the incident. While nitroglycerin is not very sensitive in frozen form (it freezes at 55.8F), it can be particularly hazardous to handle when it starts to thaw and the frozen crystals come into contact with the liquid form.

The accounts of the injuries caused by the explosion are gruesome. The four individuals that perished included Michael Sackreiter, Jr., who was then only 15. His father, who had stopped to visit

his son on his way home from work, was also killed in the incident. Two of the individuals in the plant were thrown over 100 feet.

Efforts to establish the exact location of the tragedy have proven somewhat elusive. In 1955, Whitefish Bay's Lewis W. Herzog attempted to pin down the location and was frustrated by the fact that farmer Swain owned property in both Whitefish Bay and what is now Shorewood. Accounts, which placed the site three miles north of the City, could apply to either of Swain's properties, depending upon where the City-boundary at the time is defined. If the incident occurred in Whitefish Bay, the structure would have been near the intersection of Henry Clay and the lake bluff.

The original structure was only partially demolished by the 1872 explosion and was considered extremely hazardous. Three years later, a planned fire, designed to demolish the remaining structure, resulted in an explosion that shattered the remaining building and reportedly "shook the earth for miles about."




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## Annual Awards Ceremony Recognizes Local Businesses

The Whitefish Bay Business Improvement District (BID) honored local businesses and individuals at the Annual Awards Ceremony this past January.

A total of three awards were bestowed. *The President's Award for Outstanding Business* was awarded to the Fox Bay Cinema Grill, a longstanding establishment and considerable landmark in the district. In addition to being a great community and regional asset with a unique dining and movie viewing experience, the Fox Bay's participation in the prestigious Milwaukee Film Festival in recent years has helped bring a new vibe, and more culture and visitors to the street.

Gwen Benner, BID board member and part-owner of the Dakota Building received a *Commitment to the Community* award in recognition of her long-standing enthusiasm and involvement with the BID, her attention to various initiatives in the district such as holiday lighting and décor, and her participation with the opening of several new businesses in her building during 2013.

A new award was one for the *Best Decked Block* to recognize the outstanding store window displays during the recent holiday season. The block on the south side of Silver Spring Drive between Diversey Boulevard and Hollywood Avenue includes City Market, New Options Salon and Spa, Minoan Intimate Apparel, Rustam Rug Gallery, the Great Frame-up of Whitefish Bay, Gallery 505, The Cutting Group, Hounds around Town and Placesetters.

The festivities also recognized businesses in the district that opened in the past year, including Erik's Bike & Board Shop, Orange Shoe Personal Fitness, 9 Round Personal Fitness, The Bay Restaurant, Grace and Shelly's Cupcakes, Roman Candle Pizza, Stretch Xperience, Park View Pilates, Elements Design Studio, ADHD Center of Milwaukee, LLC and Sportvision Inc. In addition, businesses that invested in new locations or major remodels in the past year include the Center for Financial Training and Indulge Studios. Whitefish Bay is also looking forward to the opening of Beaumont Place by the Mandel Group, Inc., Keller Williams Realty and Vinamo.

"We are honored to have so many businesses and individuals contributing to our special mix of shopping, dining, entertainment and business services that are an asset to our village," notes Josh Welsh, BID Board President. "Their energy and devotion benefits every establishment within the district, strengthening the local economy and the community."

For more information about the WFB Business Improvement District, contact: Karen Mathu (414) 964-1400 or [marketing@shopwhitefishbay.com](mailto:marketing@shopwhitefishbay.com)

**VINTAGE BLACK LEATHER MEN'S FIGURE SKATES FROM AERFLYTE OF ENGLAND.** Fits someone with size 9 1/2 shoes (US mens). Asking \$25 or best offer. Contact Jody at 414-962-9615.

**CHILDCARE FOR TWINS:** Looking for in-home childcare provider for our twin boys (due in February) starting in fall for 3 days/week in the North Shore area. If you are interested, or know someone who is, please contact Hayley at 414-737-5512.

**PRESCHOOL TEACHERS WANTED:** Experienced preschool teachers wanted for a Toddler Class that will launch Fall 2014. Part-time position on Tuesday and Thursday mornings; a unique opportunity to develop and implement a new program in a well-established school. Information can be found at <http://www.communitypreschoolwfb.com/>.

**NORITAKE FINE CHINA COMPLETE SET** (Blue Hill) Pattern with Platinum and Blue Floral Trim. 12 plates, salad plates, cups, saucers Extra pieces: Oval platter, 2 vegetable bowls, salt/pepper shaker, sugar/creamer. No knicks, chips. \$400. Mint Condition. Pictures upon request. Contact Kathy 414-332-0345

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Seeking in-home childcare for a 12-week old boy starting in late February/early March, preferably in the North Shore area. Contact Jenny at 414-791-0756.

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### WILLY, 12 RAKING HELP

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### GRACE, 11 BABYSITTER

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## The Stallé family brings Keller Williams Realty to Milwaukee's North Shore.

As one of 14 children, Maureen Stallé, followed her father Walker Young's vocation as a sales executive by launching her sales career in Chicago, with Ralph Lauren. After moving back to her hometown and to Milwaukee's North Shore in 1996, she discovered her passion for real estate. A couple years later, Maureen's sister, Martha Olla, joined her and became her business partner to form The Maureen Stallé Team, now known as The Stallé Realty Group of Keller Williams Realty.

In 2007, Maureen moved to Shorewest Realtors where she consistently was ranked in the top 3 of sales associates, in a company with over 900 real estate agents. In 2013, Maureen became the #1 sales agent in the history of Shorewest, selling over \$32 million.

Maureen is a member of the National Association of Realtors but also believes in sharing her time with her local community. She is a member of the Whitefish Bay Business Association and has served as a community volunteer for numerous civic organizations including the Milwaukee Public Museum, North Shore Young Life, Duke Pride and Whitefish Bay's Bay Ball.

Maureen and her husband Rick have three sons: Charlie (26) Will (24) and



Back Row from Left to Right: Charlie Hutchinson, Wil Poull, Amy Campbell, Barbara Wood, Jay Schmidt, Natasha Duvall, Andy Stillman, Rachel Bloch, Heidi Niespodzany, Will Stallé, Stephanie Minnich, Katie Neville, Alex De Grave, Dane Stenson. Front Row From Left to Right: Lisa Ashley, Lindsey Vebber, Janine Werner, Maureen Stallé, Martha Olla, Katie Brumder. Not pictured: Zach Eberhardt, Toni Spott.

Freddy (21). In November 2013, Maureen joined Keller Williams Realty, the largest full-service real estate company in the country with over 90,000 agents. Partnering with her husband Rick, as the Market Center owner, and with her son Will, formerly of the Boerke Real Estate Company, and with her partner Martha, this group of family members acquired the rights to own the new Keller Williams Realty office at 205 E. Silver Spring Drive in Whitefish Bay. The high tech real estate office and open door training center opened in February of 2014.

"Moving to Keller Williams was based upon my belief that KW's values, culture, education and training programs are the best in the industry. This exceptional array of real estate services will provide our clients, and agents with the best tools in the business and bring a wealth of experience, education and

resources to the Milwaukee real estate market." Maureen also adds, "Keller Williams believes in empowering their agents with the best-in-class tools to build and brand their own businesses while sharing KW's core values of technology, productivity and profitability."

Notes her husband Rick "as lifelong residents of Southern Wisconsin, our family, and our exceptional startup team of 25 real estate professionals, are committed to cultivating locally owned business values with the industry leadership culture, international presence and commitment to excellence of the Keller Williams brand. We are committed to serving the Milwaukee area real estate clients and affiliates with exceptional tools and services in a collaborative education-based environment of teamwork and excellence."



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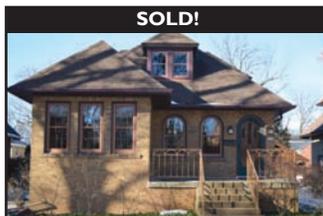
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